



JAY L. SMITH
EDITOR AND
PUBLISHER

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Tax Reduction Granted By Ontario

By JAY L. SMITH

On The
beam

After three weeks on the road, I must admit that it's good to be back home. However, I would be remiss if I didn't take this opportunity to thank all the exhibitors, distributors and others who combined to make my Western trip as pleasant as they could. All that has been written about Western hospitality is certainly not exaggerated, and it is very easy to understand why salesmen and branch managers, once they get located in one of the Western offices, hate to move.

In Calgary, on the way back, I attended the election meeting of the Calgary Film Board of Trade, and helped to install the new board, consisting of Arthur Hirsch, (W-B) President; Bob Cringan (Fox), Vice-President; Al Genaski (M-G-M), Secretary; Les Feinstein (Col.) and Ralph Zelickson (IFD), Credit Committee, and Buster Radis (U.A.), Fire Marshall. In Winnipeg, I attended a luncheon birthday party at the Bay, in honor of Charlie Krupp's 50th Birthday. Among those helping to celebrate Charlie's half-century were Phil Geller, JARO's Winnipeg Manager, Frank Willis, Gaiety Theatre, Harry Prygrocki, King's Theatre, Barney Brookler, W-B, Tom Casey, Winnipeg Blue Bombers, and Libby Bookhalter and Jean Porzank of the Alliance Winnipeg office.

I was unable to stay over for the Canadian Picture Pioneers Annual Movie Ball, which was held Thursday, March 10th, in Winnipeg, but all reports that I have received indicate that another outstanding event was held by the Manitoba Branch of the CPP. This group, headed by Bob Hurwitz, is just about the most active bunch of

(Continued on Page 2)

First Province To Acknowledge Plight of Can. Theatre Owners

Recognition of the plight of motion picture exhibitors was acknowledged by the Ontario Government headed by Premier Frost in its 1955 budget, with the announcement of the tax reduction reported elsewhere on this page. The only tax concession granted in the entire budget was the change in the amusement tax. The reduction although not granting all that Ontario exhibitors requested, in the brief presented by a Tax Committee chaired by Lionel Lester, will go a long way to aiding the distressed Ontario exhibitor.

15 Can. Showmen Vie For Quigley Honors

A group of 15 Canadian showmen, representing a cross section of Canada are listed as contenders in the forthcoming Quigley Awards. Canadian theatre managers from both Famous Players and Odeon

(See QUIGLEY Page 2)

(See TAX REDUCTION Page 2)

Premier Frost Unveils '55 Budget 20% Amusement Tax Reduction

Premier Frost of Ontario presented his annual budget (he is also Provincial Treasurer) on Thursday, March 10, and confirmed the flash announcement in last week's Digest of a 20% tax reduction on admission prices, as well as raising the tax exemption on admissions from 15 to 25 cents. The change is effective on April 1. The budget also announced plans to wipe out the amusement tax for Canadian-produced stage shows.

The reduction will now bring the tax down from 12½% to 10%. Last year the province took \$6,400,000 in the amusement tax, of

(See AMUSE. TAX Page 2)

Saskatoon Drive-Ins Must Pay Tax To City

City council at Saskatoon has refused to revoke its recent decision to have the Eighth St. E. and Avenue A North drive-in theatres collect amusement tax for the city.

The two drive-ins were incorporated along with other businesses when Saskatoon on Jan. 1 took over several fringe areas, formerly part of Cory municipality. Council imposed the amusement tax regulation and a business tax rate of

(See DRIVE-INS Page 2)

MANITOBA TAX PETITION

"Of 53 owners of 90 motion picture theatres in the Province of Manitoba, Canada, to the Hon. Douglas Campbell, Premier of Manitoba,

"Pleading for immediate action by the Government of Manitoba in the lowering of Amusement Tax rates applicable to motion picture theatres."

6 Top-Budget Pictures From Universal-Int.

Six top budget pictures are now shooting at Universal-International.

Pictures shooting include "The Spoilers," Technicolor production starring Anne Baxter and Jeff Chandler; "The Private War of Major Benson," Charlton Heston-Julie Adams Technicolor starrer; "The Rawhide Years," Technicolor western starring Tony Curtis; "Francis in the Navy," starring Donald O'Connor; "There's Always Tomorrow," Barbara Stanwyck-Fred MacMurray-Joan Bennett starrer; and the Technicolor

(See UNIVERSAL Page 2)

6 Windsor Theatres In "Oscar" Contest

Six theatres at Windsor, Ont., have capitalized on public interest in the Academy Awards by combining in an "Oscar Race" for which patrons are invited to fill out a list of selections of Hollywood winners on entry blanks.

The entry blanks, which show six groups of Academy nominees, are being distributed by the Capital

(See "OSCAR" Page 2)

Current And New Tax Rates

ONTARIO TAX

Current Admission Tax 12½% New Admission Tax 10% (Effective April 1)

21-28 cents	3¢	26-34 cents	3¢
29-37 cents	4¢	35-46 cents	4¢
38-46 cents	5¢	47-53 cents	5¢
47-55 cents	6¢	54-62 cents	6¢
		63-74 cents	7¢
		75-84 cents	8¢
		85-94 cents	9¢
		95-1.00	10¢

continuing on this graduated basis up to 99 cents

JULES BERNSTEIN, WELL KNOWN CANADIAN PICTURE PIONEER, PASSED AWAY LAST MONDAY AT GOOD SAMARITAN HOSPITAL, LOS ANGELES

On the Beam

(Continued from Page 1)

Pioneers in the entire country, what with their Annual Movie Ball, Annual Golf Tournament and Picnic, Annual Movie Bonspiel, etc., etc. I think I mentioned before that last year they sent in \$1600 to the CPP Benevolent Fund, and are aiming for at least \$2,000 this year.

Spent some time in Calgary with a fabulous gent by the name of Joe Feldman, better known to the trade in Calgary as "Bull Montana". "Bull" operates the Sunset Drive-In Theatres in Calgary and Edmonton, as well as the Drive-In at Drumheller, Alta. "Bull" kept the Calgary Drive-In open all winter long, with the exception of two or three weeks when the temperature dropped to about 20 below zero, or the snow made visibility zero. Using individual car heaters, with a loss of only three of four heaters all winter, "Bull" managed to clear expenses and at the same time use up a great number of pictures which he had under contract, and which he preferred not to use during the peak of the Drive-In season.

Incidentally, in Calgary, "Bull" is expanding his Drive-In to a capacity of 1400 cars, which will make it the largest Drive-In Theatre in Canada. Its location, near the airport, and fairly close in to town, is an excellent one, and "Bull" is looking forward to a banner season this year.

Altogether, the Western trip was a most satisfactory one for me, except for the fact that in every city I visited, I ran into Irving Herman, that demon W-B tub-thumper, who was touring the West on behalf of Warner's sensational new hit, "Battle Cry".

I first tangled with Irving in Regina, when we were unable to land in Winnipeg, and from then on our paths crossed continuously. In Calgary, we met in the lobby of the Palliser; in Vancouver, we met in Ivan Ackery's office at the Orpheum, when Irving was acting as ADC to Jonas Applegarth, the Canadian Indian from up Edmonton way, who appears in "Battle Cry". On the way back, Irving and I met again at the Regina airport, and continued on to Winnipeg together, and then, as a final blow, we met again in a lunch room across from the Capitol Theatre, Winnipeg.

However, I must admit I did snicker a bit at Irving's story of the Indian standing in the middle of Granville St. in Vancouver,

stopping every girl that passed and asking "When". Finally, according to Irving, one gal asked the Indian, "What's with this 'When' routine; I thought all Indians were supposed to say 'How'". Replied the Indian, "Me know 'How'; me want to know 'When'". Ugh!

AMUSEMENT TAX

(Continued from Page 1)

which \$178,000 was on tickets between 15 and 25 cents. The reduction will mean a loss of \$1,400,000, the Premier predicted, in revenue from the tax reduction granted.

The Premier in presenting the tax reduction on admission prices stated that he could not "remain indifferent to the plight of the entertainment industry . . . which has suffered acutely from the inroads of television. The benefits of this reduction should be passed on to the people in the lower prices and in this way increase attendance revenue." Although every Province in Canada has applied for tax relief Ontario is the only province that has granted any relief to date. Ontario exhibitors will no doubt continue to ask for further reductions in the amusement tax.

QUIGLEY HONORS

(Continued from page 1)

Theatres have consistently won top honors in the annual showmanship competition sponsored by the Motion Picture Herald. The Canadians listed are: A. P. Bahen, Champlain, Montreal; Elliott Brown, Odeon, Victoria; H. C. Chappel, Palace, Guelph; Art Cauley, Paramount, Peterboro; Ted Doney, Regal, Guelph; G. J. Forhan, Jr., Capitol, Welland; Bob Harvey, Capitol, North Bay; Mel Jolley, Century, Hamilton; Frank Lawson, Danforth, Toronto; J. J. Lefave, Capitol, Windsor; Tom Pacey, Odeon, Winnipeg; L. W. Palmer, Colonial, Port Arthur; Olga Sharabura, Orpheum, Sault Ste. Marie; G. A. Watters, Prince Edward, Charlottown, P.E.I.; L. Young, Odeon, New Westminster.

"OSCAR"

(Continued from Page 1)

tol, Tivoli, Palace, Park, Vanity and Centre Theatres.

The competition closes at 8 p.m. on Wednesday, March 30, and the contest winners will be announced April 4. The prizes consist of passes.

DRIVE-INS

(Continued from Page 1)

\$1.25 per speaker, compared with the former Cory rate of \$2.

Requiring the two drive-ins to collect the amusement tax for the city was "straight discrimination" so long as the drive-in just beyond nearby Sutherland did not have to perform a similar task, J. M. Goldenberg, QC, counsel for the theatres, contended before city council.

Mr. Goldenberg said the city's decision should be set aside until it was determined whether the town of Sutherland would join Saskatoon.

(Bill Winterton, manager of the Sutherland drive-in, said after the meeting his theatre had been paying amusement tax to the town of Sutherland for five years and this year would be paying \$600 more than last year.)

Nelson Warner, manager of the Avenue A drive-in, said the matter represented "the difference between profit and loss for us." He offered to "open the books" for any councillor wanting to see them. He said television was "making a great difference" for theatres in the United States and might be expected to do so here for the first few years.

Joan Crawford Signs For Six With U.A.

Joan Crawford's independent motion picture production company will make six films in six years for United Artists release, with the star appearing in three, it is announced by Arthur B. Krim, President of United Artists.

TAX REDUCTION

(Continued from Page 1)

Ted Forsyth, Assistant General Manager of Odeon Theatres and President of the MPTA of Ontario, after a meeting of the Association's Board of Directors stated that "from a preliminary study it does not appear practical for admission prices to be reduced in order to stimulate attendance as has been suggested, since the reduction in tax is only 1 or 2 cents on any price range from 25 cents to \$1.

"We must continue to urge further sympathetic consideration for the complete elimination of the tax on admission prices up to 50 cents which is the only effective aid that will prevent further subsequent run and small town theatres from closing."

UNIVERSAL

(Continued from Page 1)

CinemaScope musical, "The Second Greatest Sex."

Also in keeping with its peak activity, U-I now has one of the largest player rosters of any time in its history. Thirty-seven stars and featured players are under exclusive long term contract and more than 60 other name personalities have single or multiple picture contracts.

Stars appearing in one or more U-I films include June Allyson, Anne Baxter, Joan Bennett, Jeanne Crain, Joan Crawford, Janet Leigh, Marjorie Main, Maureen O'Hara, Jane Russell, Barbara Stanwyck, Jan Sterling, Claire Trevor, Keith Andes, Rory Calhoun, Kirk Douglas, Dan Duryea, Jose Ferrer, Paul Gilbert, Charlton Heston, Arthur Kennedy and Bert Lahr.

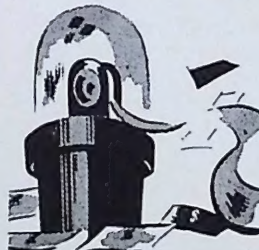
AMUSEMENT STOCK QUOTATIONS

1954-55		For Week Ending March 12, 1955		Sales		High		Low		Last		Net	
High Low		Stock & Divid. in Dollars		100s								Change	
TORONTO STOCK EXCHANGE													
28 7/8	19	Fam. Players 1.60x	42	28 1/2	28	28 1/2							
N.Y. STOCK EXCHANGE													
28 1/8	15	Am. Br-Par	39 1/2	2 7/8	25 1/4	25 7/8							-2
39 1/4	19 3/4	Col Pict 1 1/4r	98	34 3/4	32 1/4	33 1/4							-1 1/4
18 1/8	9 1/4	Decca Rec .70	231	16	14 3/4	14 3/4							- 3/8
22	13 1/4	Loew's .90e	525	19 7/8	18 1/8	18 1/4							-1 1/8
40 3/8	26 1/8	Para. Pict. 2	91	38 3/8	37	37							-1 1/8
7 5/8	3	Renublic Pictures	93	6 7/8	6 1/4	6 1/4							- 1/4
8 7/8	2 7/8	RKO Pictures	47	8 1/8	7 7/8	8							- 1/8
10 1/8	4 1/2	RKO Theo. .20g xd	166	9 1/4	8 3/4	8 3/4							- 3/8
22 3/8	11 1/8	Stan. War. .85e	121	21 7/8	20 1/4	20 1/4							-1 1/4
31 3/8	18 1/4	Twent. Cen. 1.60a	318	29 1/8	26 7/8	27							-1 1/8
32 1/4	18 1/2	Univ. Pict. 1a	33	28 3/8	27 3/4	27 3/4							-1 1/4
21 1/8	13 3/8	Warn. Bros. 1.20	63	19 3/8	18 3/8	18 3/8							-1 1/4
AMERICAN STOCK EXCHANGE													
6	3 3/8	Allied Art. .10g	76	4 3/8	4 3/8	4 1/2							- 1/8

UNLISTED STOCK

	Bid	Asked
Para, Oshawa Theatres	12.50	
Skyway Drive-In Theatre	1.25	\$2.00
Cons. Theatres "A"	7.50	8.50
Cons. Theatres "B"	3.50	4.25
Loew's Thea.	101	105
United Amuse. A	10	12

Quotations, Courtesy of
J. H. CRANG & CO.
40 Adelaide W., Toronto



JARO New Screen Ads Ready By September

Short, one- and two-minute commercial films will be available for advertisers in Canadian theatres by fall.

This is the purpose of the new production-distribution organization Screen Advertising Services of Canada, now being set up by the J. Arthur Rank Co.

First production scheduled by the new organization is a magazine-type film series, "Tips," with three advertisers featured in each release. A prize contest will whet audience interest in the new advertising films.

President of the new company is Leonard W. Brockington, who heads the Rank interests in Canada. Vice-president is John D. Ralph, and joint general managers will be Robert Wallace and Neil Sneyd, formerly of Publicity Film Distributors Ltd., which has been absorbed into the new company.

John Belknap Ltd., Toronto creative advertising firm, is also associated with the new group.

Niagara Pen. Mgrs.' Variety Village Nite

The Niagara Peninsula Theatre Managers Association presented its fifth annual benefit show in aid of Variety Village on Sunday night, March 6, at the Palace Theatre, St. Catharines, the master of ceremonies for the combination program being Monty Hall of the Toronto Variety Club as usual.

Able assisted by managers and owners throughout the district, the St. Catharines theatre men worked together to make the evening another outstanding success, the local group comprising Vern Marriott, Vern Hudson, Wilf LaRose, Harry Rosenberg and Roy Miller.

The show followed the recent performance for the school at the Capitol Theatre, Belleville. Prior to this year, the Niagara managers had turned over a total of \$3,825 to the Heart Fund, to which a substantial amount will be added.

Warners Appointee

Margaret Hallack has been named assistant to Mort Blumenstock, Warner Bros.' vice-president in charge of advertising and publicity, according to studio announcement.

Across the Country

Toronto and District

Once a prominent figure in Ontario theatre circles, Thomas H. Moorehead has retired as judge of the family and juvenile court at Brampton, being succeeded by Mrs. Gordon Graydon, wife of the Member of Parliament who was killed in the crash of a passenger airplane last summer in Saskatchewan.

Tom Moorehead was the proprietor of the Capitol (now Odeon) Theatre, Brampton, and was senior partner of Moorehead and Fillman in the operation of an extensive Ontario circuit.

The Odeon Theatre, London, has adopted a double-bill policy, it is reported by Manager Ken Davies who said the dual programs would continue for a month or so on an experimental basis although special attractions would be booked for single-feature programs when available.

Accompanied by his wife, Matt Park breezed into Toronto from Calgary to meet industry executives, then picked up a brand new Cadillac at Windsor with which they are touring the United States from New York to Texas and California before returning to the land of oil wells and the Stampeders.

Including regional branches, the Canadian Picture Pioneers now have a membership totalling 740 members which means that at least that number of men have devoted service of 25 years or more to the film industry and, of course, support a society for the veterans. The enrolment in Ontario is 270.

Ottawa

Ray Tubman, Famous Players divisional supervisor and resident manager of the Capitol Theatre, was bedded at home for several days with a virus infection. Illness is something new for Tubman, who recovered in time to start off *The Bridges at Toko-Ri*, supervise the Canadian National Ballet engagement of one night, and to hold a "sneak" preview of *Bad Day at Black Rock* in the Capitol.

The Crawley Glee Club, comprised of some 27 members of Crawley Films of Ottawa, was the surprise winner of the choral group trophy during the recently concluded and toughly competitive Ottawa Music Festival. Formed but a few months ago for lunchtime harmony sessions, the Crawley Glee Club is under the direction of W. A. McCauley.

Nothing can be done with any report of the Royal Commission on Patents and Copyright this year by the federal government or Canadian Parliament because of a crowded agenda for the present legislative session, it is announced at Ottawa. The findings of the commission cannot be considered until 1956, it is stated.

Winnipeg

Congratulations are in order to Mr. and Mrs. Jack Schwartz, who celebrated their thirty-third anniversary on March 5th. The likeable Jack is manager at the Regent Theatre, Winnipeg.

Belated congratulations to Dave Babier, office manager at RKO Films, on his marriage to the former Beverley Davidow, on February 27th. The new Mrs. Babier was with Columbia Films not too long ago.

The Odeon, Winnipeg, finished a second week on "Vera Cruz," while the Capitol went into its second week on "20,000 Leagues" and the Gaiety opened with "Gone With the Wind" at regular prices. Also noted, the State Theatre has installed a wide screen, while the Metropolitan has a new seamless screen.

(Continued on Page 7)

Bolstad Celebrates 54

R. W. Bolstad, who celebrated his 54th birthday on March 16, has packed his lifetime with many business, fraternal and community accomplishments. He was the chief accountant of a large theatre company at Minneapolis before becoming comptroller in 1930 of Famous Players Canadian Corp. for which he was elected vice president in 1941. He is also the FPCC treasurer.

He distinguished himself as a Chief Barker of Toronto Variety, is a member of the Granite Club and has been prominent as an officer of the Executives Club, as well as being a Mason. His chief recreation is fishing, when he is not devoting his attention to film-industry organizations.

His latest service was as chairman of the Film Division of the St. Michael's Hospital Building Drive and his group was one of the first to go over its quota.

2 United Artists Pics In Ottawa Promotion

Two current movie productions are presently being tied up with well-known business firms in an all-out publicity campaign. United Artists' *Vera Cruz* is being exploited by Caplan's women's style shop on Sparks Street in a beauty contest and trip to Hollywood. The *Barefoot Contessa*, now on its second week at the Elgin Theatre, is being advertised with the Arthur Murray Studios, where dancing lessons are given privately to the first 1,500 adults entering the theatre between the hours of 6 and 7 p.m. during the run of the picture.

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Goldwyn's "Guys And Dolls" For Metro-Goldwyn-Mayer

After several weeks of negotiation, contracts were signed recently whereby Samuel Goldwyn's forthcoming screen production of the musical comedy "Guys and Dolls" will be distributed throughout the world by Metro-Goldwyn-Mayer. The announcement was made by Nicholas M. Schenck, president of Loew's, Inc., the parent company of MGM.

It went before the cameras Monday, March 14, under the direction of Joseph Mankiewicz, who also made the screen adaptation.

While Mr. Goldwyn will produce "Guys and Dolls" independently at his own studios and with his own finances, this new contract allies him once again to the Leo the Lion trademark which he introduced to the public in 1917.

Nicholas M. Schenck made the following statement, "We are pleased that an important independent producer like Samuel Goldwyn has shown such confidence in our organization as to entrust his greatest production effort to our distributing company. It is a significant step for us in our new policy of joining with the leading independent producers in the marketing of outstanding films."

It is estimated that Broadway will see the screen production of "Guys and Dolls" by next November.

Hollywood Invited To Film In Canada

Canada has offered to come to the rescue of Hollywood in its growing problem of finding fresh outdoor locations, unmarred and uncluttered by the march of industry, for backgrounds of films requiring rugged and colorful scenery. Hon. Leslie G. Chance, Consul General of Canada in Hollywood stated that the Canadian governments, both federal and provincial, are ready at all times to lend co-operation and assistance to film producers who wish to make pictures in that country. Local representative of the Canadian Cooperation Project is Blake Owensmith, who makes his headquarters at the Motion Picture Producers Assn. The resources of the local consulate also are available, Chance said.

VAN GOGH FILM

The screen adaptation is to be written by George Froeschel and produced by Henry Berman. Present plans call for filming of exterior sequences to be done in the Netherlands in the fall.

Schwartz Honored At Luncheon In N.Y.

Fred Schwartz, DCA, retiring after three years as Chairman of the Fund-Raising and Finance Committee of Will Rogers Memorial Hospital, was guest of honor at a luncheon in New York given him by members of that Committee.

A. Montague, Hospital president, lauded Schwartz for his "superb leadership and consecrated service" in the Fund-Raising programs of Will Rogers Hospital, and presented to Schwartz a monogrammed bronze desk set.

Those attending the luncheon were: Abe Montague, Arthur Mayer, Harry Brandt, Sam Rosen, S. H. Fabian, Richard Walsh, Herman Robbins, William German, Sam Switow, Eugene Picker, Moe Silver, Max Cohen, Al Lichtman, R. J. O'Donnell, Charles Feldman, Sam Rinzler, Robert Mochrie, Murray Weiss, Charles Boasberg, Joseph Vogel, Ned Depinet and Ned Shugrue.

Columbia Into Own Building In N.Y.

In a move unprecedented in the motion picture industry, Columbia Pictures Corporation announced acquisition for its own use and occupancy of 711 Fifth Avenue, New York, of a 15-story and penthouse fireproof office building.

24 From 20th-Fox For Next Ten Months

Twentieth Century-Fox's feature releases for the first ten months of 1955 have increased to 24 attractions with the addition of two CinemaScope productions, including the first featurette in the new medium, and one standard dimension film, it was announced.

Twenty-one of the total are in CinemaScope and color and three are in standard dimension, one in color. Addition of the 3 pictures is designed to meet the needs and requirements of many theatremen for more product.

"The Living Swamp," produced by 20th Century-Fox star Jeffrey Hunter, is the first CinemaScope featurette presented by the company. The film is an exciting portrayal of nature in the Okefenokee Swamp of Georgia, one of the most mysterious and colorful areas in the United States. The picture will be released in May.

Also added to the May release schedule is "The Magnificent Matador" in CinemaScope. Maureen O'Hara and Anthony Quinn are starred.

"Angela," directed by and starring Dennis O'Keefe, has been added to the company's releases in March.

The company also disclosed that "The Adventures of Sadie" is the new title for "Our Girl Friday," a standard film in color, which will be released in April. New star Joan Collins is topcast with Kenneth More.

Other important attractions listed by the company between March and May are "Untamed" in CinemaScope, starring Tyrone Power, Susan Hayward and Richard Egan.

"Man Called Peter" in CinemaScope, the company's Easter holiday picture, starring Jean Peters and Richard Todd.

"Violent Saturday" in CinemaScope, starring Victor Mature.

"Soldier of Fortune" in CinemaScope, starring Clark Gable, Susan Hayward and Michael Rennie, and Panoramic Production's "A Life In the Balance," a standard dimension film starring Ricardo Montalban and Anne Bancroft.

Sinatra Signs With UA

Frank Sinatra has formed his own motion picture production company to make five films in five years for United Artists release, with the actor-singer starring in three of them, it is announced by Arthur B. Krim, President of United Artists.



M-G-M's BIG 1955 CINEMASCOPE MUSICAL . . . Vincent Youmans rousing song hit, "Hallelujah!" is sung by the stars and "gobs" of M-G-M's big CinemaScope musical "Hit The Deck," in the picture's spectacular finale. Up front, left to right, are the story's trio of romantic teams—Jane Powell and Vic Damone, Ann Miller and Tony Martin, Debbie Reynolds and Russ Tamblyn. Others in an all-star cast include Walter Pidgeon, Gene Raymond, Kay Armen and J. Carrol Naish. The film was screened last week for radio, newspaper and TV personalities at the Loew's Toronto.

65 Films Entered For Canadian Film Awards

The 65 films entered in the 7th annual Canadian Film Awards competition will be judged by three panels set up in Ottawa, according to Walter Herbert, chairman of the management committee. The panels will include men and women, all of whom are widely recognized for their special knowledge in the field of Canadian films. Canada's special genius in the film-making world is for non-theatrical subjects. This is indicated by the fact that only five of the entries in this year's competition were produced for general theatre presentation.

Film Board Sets "The Skull Hoax"

The town of Perth, Ont., has one of the finest small-town museums in Canada and it is the basis of a film, tentatively titled "The Skull Hoax," which is being produced there by the National Film Board under the direction of William Davidson. The title is related to the controversy which raged there over the authenticity of a human skull which had tusks.

The Naked Heart

"The Naked Heart," starring Michele Morgan, Kieron Moore and Francoise Rosay in the screen adaptation of the Louis Hermon novel, "Maria Chapdelaine," will have its American premiere at the 55th Street Playhouse.

Made entirely on location in Canada, "The Naked Heart" was produced by Nelson Scott and directed by Marc Allegret. The supporting cast features Jack Watling, Nancy Price and Philippe Lemaire.

Vera Cruz Promotion For Capitol, Hamilton

Nicky Langston had a stage-full of beauties at the Capitol Theatre, Hamilton, for the final judging in the International Gateway to Stardom contest in conjunction with the engagement of "Vera Cruz."

The Hamilton winner proved to be Gisele Kinkgraf, who had come from Germany only three years ago. She was presented with a \$500 wardrobe, donated by the G. W. Robinson Co., by Miss Teddy Forman, one of the three local judges. Archie Laurie, UA's Canadian exploitation head worked with Langston in setting up the promotion.

Four From Metro

M-G-M will release four pictures in May and June, according to tentative plans announced. The pictures will be released at the rate of two a month and will make a total of 12 minimum for the first six months of the calendar year.

The new tentative releases include "The Prodigal" and "The Marauders" for May; "Love Me or Leave Me," for June.

Duke Of Edinburgh Hosts Film Leaders

The Duke of Edinburgh hosted over 200 of the top leaders of the British film industry at a cocktail party as a result of the industry's cooperation in raising funds for the National Playing Fields Assoc., of which he is president.

Present were the heads of most of the U.S. distributing companies as well as J. Arthur Rank and John Davis, Odeon toppers.

Miracle In The Rain

The signing of Van Johnson to co-star with Jane Wyman in Warner Bros.' "Miracle in the Rain," was announced by Jack L. Warner.

Hayworth To Make 2 For United Artists

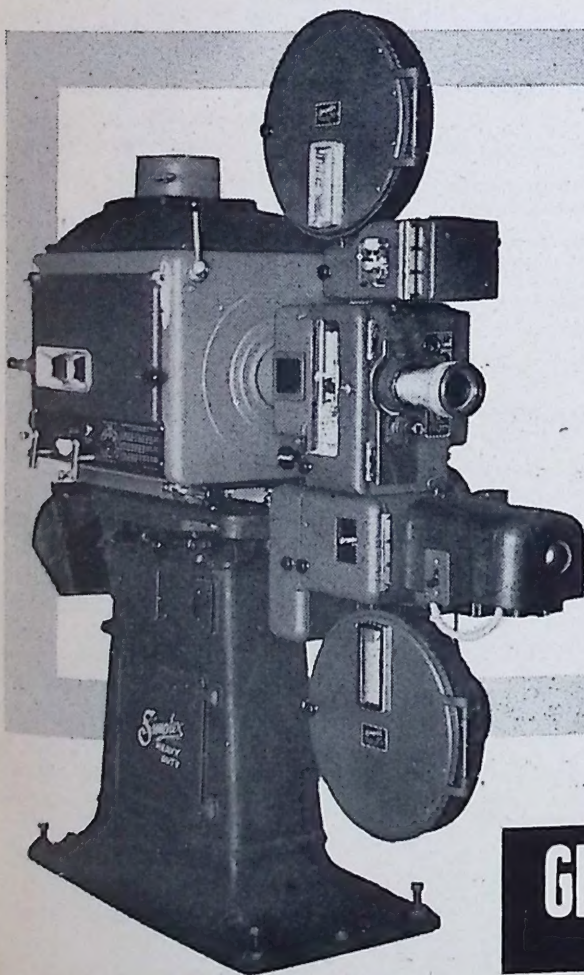
United Artists announced completion of a deal with Rita Hayworth as star and co-producer with her husband, Dick Haymes, of two pictures to be financed by the distributing company. Mr. Haymes will co-star in one of the films, it was said. They will be made by a company to be known as Crystal Bay Productions.

The contract will become effective after Miss Hayworth ends her current two-picture commitment with Columbia. She is scheduled to start work soon for that studio in the Biblical drama, "Joseph and His Brethren."

Formby Tours For Variety Village

Variety Village will benefit from a fund-raising tour that has been arranged by Variety Club, Tent 28 for George Formby in six Canadian cities. Tour arrangements have been worked out by Ernie Rawley and a committee of Tent 28.

Formby's tour will open in Montreal on May 9 and he will appear in Toronto's Maple Leaf Gardens on May 11.



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Republic Back Into Full-Swing Record No. Of Top-Budget Pics

Republic Pictures gets back into full-swing production next month, with five features and a serial green-lighted by President Herbert J. Yates to go before the cameras. Two pictures now are shooting for the studio — "A Foreign Adventure" and "The Big Jackpot."

The coming lineup will include the biggest number of top-budget pictures in any season for Republic.

Heading the list of features due to roll next month are Frank Lloyd's "Texas Legionnaires," starring Sterling Hayden, Anna Maria Alberghetti, Richard Carlson and J. Carrol Naish and Ray Milland's "The Gunman," rolling March 30. Others are "Lay That Rifle Down," Judy Canova starrer, with Sidney Picker as associate producer and Charles Lamont directing, "The Big Whisper," Virginia Van Upp project, that started March 14 in Germany, and an untitled feature to be directed by Bud Springsteen with Rudy Ralston as associate producer.

First of two serials, "King of the Circus," started March 14, with Franklin Adreon as associate producer and director.

Additional package deals in preparation for a spring start at Republic include projects by Steve Cochran, Mickey Rooney Enterprises and others. Various indie units also are negotiating for space on the lot, while extensive plans are in view for Republic's TV subsidiary. A heavy TV schedule of Revue telefilming also is taking place at the Republic studio.

HANS BRINKER

"Hans Brinker," the Mary Mapes Dodge book about the Dutch boy and the silver skates, will be made into a motion picture by M.G.M.



Al Hortshorn receiving his membership in the Canadian Motion Picture Pioneers from Dan Krendel (centre) and Harold Pfaff. The presentation was made at the Mountain Sanatorium in Hamilton, where Al is a patient.

'Scope In Britain At All Time High

A story in Variety reported that the upswing in attendance in Britain is mainly due to new wide-screen techniques and notably the development of CinemaScope. According to an article in the London Financial Times, the British counterpart to the Wall Street Journal, estimates that out of 4,500 theatres about 1,500 representing 75% of the entire seating capacity are now fitted for C'Scope exhibition or other wide screen processes. Fox's process, according to the paper, has established a commanding lead.

The article further reports that 664 independent theatres have equipped for CinemaScope and that figure will rise to 986 by the end of June.

Chas. Chaplin Sells To Benjamin-Krim Group

United Artists has acquired from Charles Chaplin his 25% interest in the corporation, it was announced by Robert S. Benjamin, Chairman of the Board.

This leaves as the sole stockholders of the company, Miss Mary Pickford, who owns 33 1/3% of the remaining stock, and the Robert S. Benjamin-Arthur B. Krim management group, which owns the balance of the stock.

6 More For Columbia

Columbia Pictures announced on March 3 the signing of a contract with independent producer M. J. (Mike) Frankovich, head of Film Locations, Ltd., for the production of six features. Completion of the deal followed closely after the West Coast screening of "Rebound," which Frankovich recently completed for Columbia.

"Rebound" stars Stewart Granger and Jean Simmons.

Universal's 40th

Universal City, a 400-acre unincorporated movie town within the city limits of Los Angeles and the home of Universal-International Pictures, was forty years old last Tuesday. It was on March 14, 1915, that the late Carl Laemmle, founder of the Universal Pictures Company opened the gates to the city with a golden key presented to him by Universal City's first Chief of Police, Laura, Oakley.

Col. Hits New High For Last 6 Months

Columbia Pictures Corporation last week announced the greatest six-months earnings in the company's history, in a statement issued by Harry Cohn, president.

Reflecting the sharp upward turn in the motion picture industry, Columbia's statement showed a net profit of \$5,153,000 before taxes for the six month period ending December 25, 1954. The net profit after estimating Federal, state and foreign taxes was given as \$2,823,000. This also was a new high for the corporation, as was the \$3.40 earned per share of common stock.

The earnings for the first six months of Columbia's fiscal year thus showed a substantial gain over the similar period for 1953, a record year in which the company hit a high of over \$80,000,000 in gross income.



Trans-Canada



USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
Bridges at Toko-Ri (Para.) Tech. with Wm. Holden.

SHEA'S
Phffft (Col.) with Judy Holliday.

ODEON
Mad About Men (JARO) Tech. and Court Martial (Card.).

HYLAND & CHRISTIE
2nd wk. Mr. Hulot's Holiday (JARO).

LOEW'S
Many Rivers To Cross (MGM) C'Scope and Color with Robert Taylor.

UPTOWN
2nd wk. Green Fire (MGM) C'Scope and Color with Stewart Granger.

UNIVERSITY & EGLINTON
Tonight's the Night (AA) Tech. with David Niven.

DOWNTOWN
Down 3 Dark Streets (UA) and The Lone Gun (UA).

MONTREAL

CAPITOL
The Violent Men (Col.) C'Scope and Tech. with Glenn Ford.

LOEW'S
The Bridges at Toko-Ri (Para.) Tech. with Wm. Holden.

PALACE
Carmen Jones (20th-Fox) C'Scope and Color with Dorothy Dandridge.

PRINCESS
Abbott & Costello Meet the Keystone Kops (E-U).

KENT
2nd wk. The Green Scarf (IFD) with Michael Redgrave.

AVENUE
2nd wk. Lease of Life (JARO) Color with Robert Donat.

WINNIPEG

CAPITOL
2nd wk. 20,000 Leagues Under the Sea (E-U) C'Scope & Tech. with Kirk Douglas.

MET
Desiree (20th-Fox) C'Scope and Color with Marlon Brando.

ODEON
The Sea Shall Not Have Them (JARO) with Michael Redgrave.

GAITY

Gone With the Wind (MGM) Tech. with Clark Gable.

GARRICK

So This Is Paris (E-U) and Dawn at Socorro (E-U).

CALGARY

CAPITOL
Carmen Jones (20th-Fox) C'Scope and Color with Dorothy Dandridge.

PALACE
The Vanishing Prairie (E-U) in Tech.

UPTOWN
2nd wk. The Purple Plain (JARO) Tech. with Gregory Peck.

GRAND
The Far Country (E-U) Tech. with James Stewart.

PLAZA
2nd wk. Doctor in the House (JARO) Tech. with Dirk Bogarde.

STRAND
King Richard and the Crusaders (WB) C'Scope and WarnerColor with Rex Harrison.

VANCOUVER

CAPITOL
3rd wk. 20,000 Leagues Under the Sea (E-U) C'Scope and Tech. with Kirk Douglas.

VOGUE
2nd wk. Vera Cruz (UA) SuperScope and Tech. with Gary Cooper.

ORPHEUM
2nd wk. Battle Cry (WB) C'Scope and WarnerColor with Van Heflin.

STRAND
Cattle Queen of Montana (RKO) and Bright Road (MGM).

DUNBAR
Purple Plain (JARO) Tech. with Gregory Peck.

ST. JOHN

PARAMOUNT
The Country Girl (Para.) with Bing Crosby.

STRAND
Abbott & Costello Meet the Keystone Kops (E-U).

CAPITOL
The Vanishing Prairie (E-U) Tech.

KENT
Pirates of Tripoli (Col.) Tech. with Paul Henreid.

Chatter... That Could Matter!

By MAX CHIC

Charles Chaplin, Canadian general manager for UA, will head a delegation of all his branch managers at a UA sales meet in Chicago April 1, 2, 3 . . . the UA Canuck reps wound up the year '54 with a 10% increase in biz over the previous high year, which was 1953 . . . not satisfied Chaplin's team has racked up a 50% increase for the first nine weeks of '55 over the first nine weeks in '54 . . . TV sets have increased from 29,622 in 1950 to the present 1,196,397.

The conclave now in session in the hinterland of Florida has no dark secret implications . . . the names sound like a "Who's Who" of the industry . . . down basking in the sun are the Griesdorfs, the Taylors, the Pete Myers, the Masters, and shortly the Perrys . . . glad to hear that Hye Bossin and Len Bishop are recovering nicely from their bout with pneumonia . . . Teddy Gee, one-time doorman at the old Regent, Toronto, presented with his apron and plaque making him a member of the Canadian Picture Pioneers by Harold Pfaff.

Meridian Productions all set to start production with their Marilyn Bell film this coming week . . . the new studio being readied by Meridian in downtown Toronto will have some of the most up-to-date equipment in Canada . . . this week my face is red, as the Odeon boys knew who the JARO gongster was all the time . . . Jimmy Cowan still President of the Canadian Film Institute.

Jim McCracken, former publicity director for Loew's in Toronto now with Power chain stores in charge of promotion . . . the man in Henri's life is Martin Vine . . . the Red Shield appeal of the Salvation Army starts on May 2 and will continue until the end of the month . . . Republic's "Stories of the Century" won the Western and Adventure Show TV Oscars . . . the WOMPI's Fun Frolic last Monday had 200 in attendance.

The Palace, Hamilton, has two stage shows set . . . the Formby show on May 13 and the Four Lads on March 29 for three days . . . Jim Hardiman, Odeon's top publicity whiz, will be touring the West shortly . . . the Financial Post reports that the Chicago Tribune claims that "except for the top 20 TV shows the average advertiser will miss at least 90% of the homes in Chicago."

Across the Country

(Continued from Page 3)

Exhibitors visiting Film Row included Eldon Flynn of the Globe, La Fleche; Len Reinhorn of the Regal Amusements Ltd., Regina, on his way back home after three weeks in Toronto; Bill Zaparniuk of Prince Albert; Nick Magnoski of the Avalon, Russell.

Visitors to Winnipeg from the distribution end of the industry included Doug Rosen, International's general manager; J. Bernstein, sales manager for Allied Artists; J. Smith, president, Alliance Films, with a one-day stopover on his way back to Toronto from points West, Jack Labow, RKO general manager, all of Toronto.

The 10th Annual Movie Ball, held March 10th at the Roseland Dance Gardens, was declared by the capacity crowd "the best ever." Understand the floor show was really tops. Another Ball is being planned for some time in the Fall.

The Grand Theatre, Winnipeg, opening with "Magnificent Adventure" March 16th, worked out a special campaign, arranging a tie-in with the churches and the schools. A special matinee was held March 17th for approximately 1,000 children from St. Mary's Academy, St. Mary's School and St. Ignatius School.

The Motion Picture Curling Finals, held on March 3rd, saw first prize, the Famous Players Trophy, go to the Odeon Morton Theatres rink of Art Bernes, skip; Cliff Dills, Dave Robertson and Max Shelton. The Sammy Krupp Memorial Trophy was won by a five man rink composed of Bob Fairbairn, Jack Rice, Lou Barr, Jack Taylor and Phil Hnyduik.

Vancouver

Mac Smee, former manager of the Regent, Burnaby, is the new assistant to Ivan Ackery at the d-t Orpheum, replacing Doug Haddon who resigned. New members of Canadian Picture Pioneers (B.C.) are William Walker, provincial fire marshal, and Harlow Carpenter who started in show business at Edson, Alberta, in 1924.

Doug Lewis, formerly with ASN, is now with Audio-Visual Equipments here. Vincent Price, Hollywood movie star, here to open the Vancouver Art Gallery's American Painting Exhibition. Eight members of a downtown first run theatre were fired. Ticket juggling between cashiers and doormen was the reason.

Jack Labow, RKO Canadian general manager, was in conferring with B.C. manager Jimmy Davie. Bob Wallace of JARO Screen Advertising Services of Canada, here on his first visit. He was formerly with Publicity Films in Toronto, now taken over by the newest JARO division in Canada.

Hymie Singer, former owner of the Avon, Vancouver, and the Rio in Victoria, both now dark, is now a dogfood tycoon in California.

Col. & Warwick Pics. Sign New 2 Year Deal

Columbia Pictures announced the completion of a new two-year contract with Warwick Productions, the producing company headed by Irving Allen and A. R. "Cubby" Broccoli. The new deal covers four pictures to be produced during 1956 and 1957.

Already scheduled for production in 1956 under the new contract is "Zarak Khan." Second of the 1956 Warwick productions is "Fire Down Below," to be based on a story by the noted author, Irwin Shaw.

Arthur Loew In New Post For M.G.M.

Arthur M. Loew, President of Loew's International Corporation, has been assigned to make a comprehensive study of M-G-M studio activities and the planning of production for world-wide consumption.

The request for Mr. Loew's services in this capacity was made by Nicholas M. Schenck, president of Loew's Inc., and Dore Schary, head of the studios. It is understood that Mr. Loew will not relinquish his post as director of the overseas activities of M-G-M.



UA appoints royal advisor for work on "Alexander The Great," Prince Peter of Denmark and Greece arrived in Spain to take over technical advisory chore of this Richard Burton-Fredric March starrer. Jimmy Cagney will make first PA tour of his career when he sets out in April to cover a city a day for three weeks, to publicize Paramount's "Run For Cover."

With uranium in the headlines Columbia has signed George P. Slavin and George W. George to write an original screenplay titled "The Uranium Story." Republic hands Gale Robbins one of the top roles in "The Crooked Ring."

Metro has started filming on two of their biggies for 1955, "Bhowani Junction," starring Ava Gardner and Stewart Granger; and "Quentin Durward," with Robert Taylor. 20th-Fox's "Violent Saturday," will have its premiere in Pennsylvania April 1st, attended by leaders in showbusiness, TV and the press to launch their first Buddy Adler production.

Look Magazine names Judy Garland "Best Actress of 1954" for her work in Warners "A Star Is Born." Late March set as release date for Universal's "Man Without a Star," co-featuring Kirk Douglas and Jeanne Crain.

MGM signs Mark Robson and David Miller to direct two of their forthcoming pictures, Robson for "Trial," and Miller for "Dianne." David Knight has completed his stint in JARO's "Out of the Clouds," at the Ealing Studios.

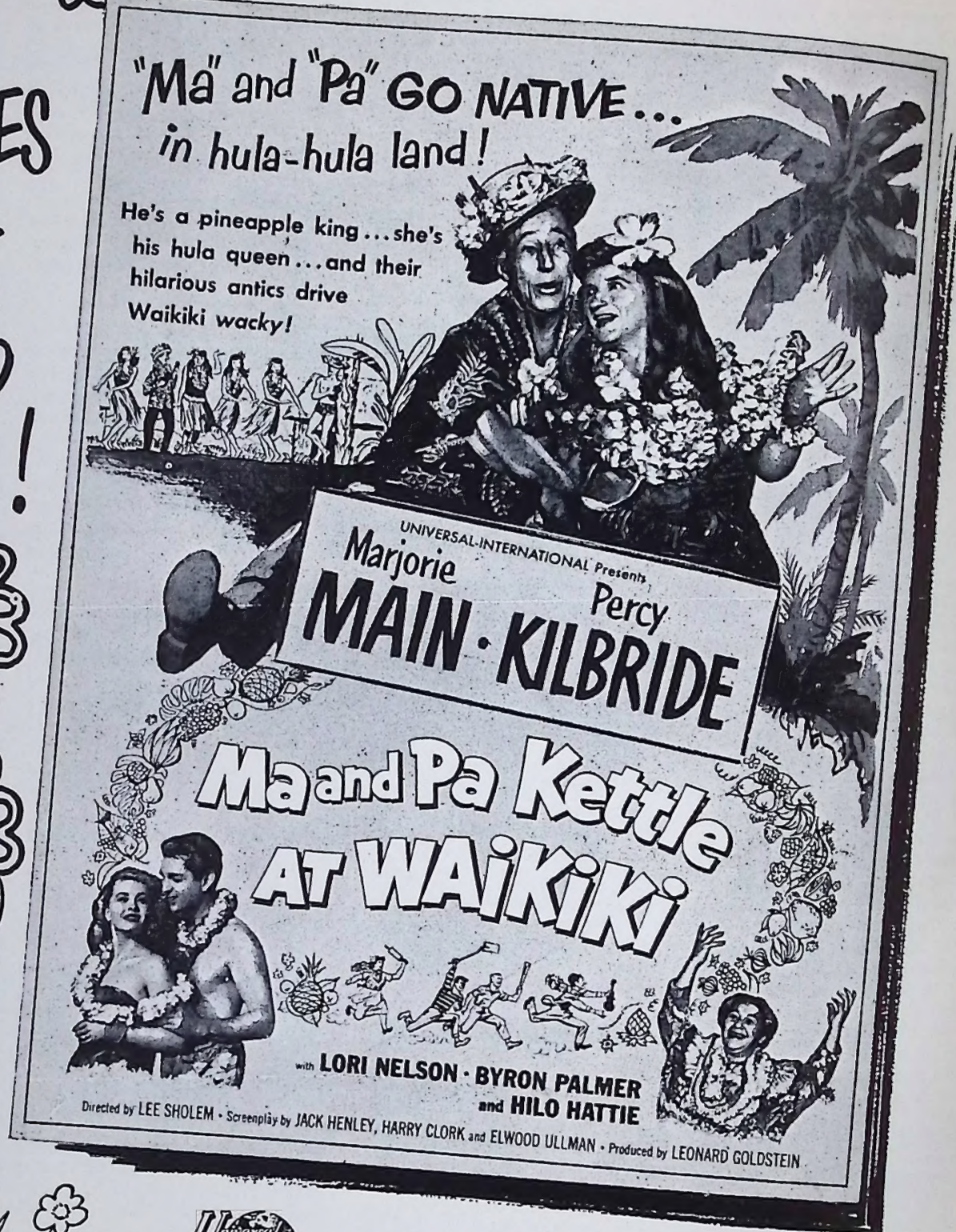
Robert Aldrich in New York to deliver to United Artists completed print of Mickey Spillane's "Kiss Me Deadly." Japanese star Reiko Hayakawa, to make her Hollywood film debut in 20th-Fox's "House of Bamboo." Victor Mature before the C'Scope cameras shortly for Columbia's "The Gilded Rooster," location near Mexico City.

Paramount renews option on John Derek for another year, after completing his work in "Run for Cover," he is now free to start his role of Joshua in "The Ten Commandments."

Michael Balcon picks John Frazer for important role in JARO's comedy, "Touch and Go."

SPRINGTIME is Kettletime!

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